

# Perspectives in Asian Leisure and Tourism

Research articles, essays, practical applications in hospitality, leisure and tourism - with an emphasis on Southeast Asia

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## Welcome to Palat

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## PALAT

As Asia's leading hospitality and tourism lifestyle institution, we are passionate about sharing our views and insights on the current and emerging industry trends in this part of the world. At Shatec Institutes, we believe in the value of academia and industry research in enriching the professional development of junior and middle management executives who are fast developing their careers in the dynamic world of tourism, leisure and hospitality.

It is this strong belief that drives us to create our biennial e-journal, "Perspectives in Asian Leisure and Tourism" (or "PALAT"), in collaboration with the renowned University of Massachusetts, Amherst (UMass). This e-journal is a conduit for academic specialists and industry practitioners to share their ideas, knowledge and expertise on how to grow the hospitality and lifestyle sectors in Asia. It will also progressively become a rich information resource for management executives to better understand the new expectations of a new tourism era in Asia.